

Transparency Market Research



**Customer Relationship Management (CRM)
Outsourcing Market - Global Industry
Analysis, Size, Share, Growth, Trends, and
Forecast 2014 - 2020**

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REPORT DESCRIPTION

Outsourcing is a process where an organization selects an efficient third party service provider to effectively manage and operate its customer relationship management unit. Outsourcing of the CRM activities has emerged as a promising solution to meet increasing demand for quality CRM activities and rising costs associated with it. The CRM industry is in the process of revolutionizing itself with the addition of new services offerings such as modern communication and social media platforms. In addition, the CRM activities, which provide flexibility for both clients and workers, are posed to generate greater revenue opportunities. In the last few years, trend of CRM outsourcing has grown significantly among large-sized organizations and it is further expected to attract large numbers of mid-sized organizations in following years. In some cases of outsourcing, the entire information technology and management system is outsourced, while in some other cases, only key application services such as CRM, billing system, and Enterprise risk management (ERM) are outsourced.

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High cost of in-house customer support is the major driving factor for outsourcing the CRM activities. The need for CRM services was in earlier stage driven by sales of technical services and products; however, eventually increasing cost of customer support and management lead to rise in adoption of CRM outsourcing. In addition, “Follow the sun” service provisioning can be done by outsourcing the CRM activities. This provides the customers of the company with no time delays and high quality services. CRM outsourcing eventually results into lower employee turnover allowing the companies to focus on development of their core offerings. However, higher training costs associated with the CRM outsourcing and costumer-agent cultural differences inhibiting quality of CRM services are some of the factors hindering the growth of global CRM outsourcing market. Integration of social media outreach, media channels, video chatting, and mobile phone application is expected to be the next major phase in the CRM development.

Global CRM outsourcing market is segmented on the basis of service, industry, and geography. On the basis of industry, the CRM outsourcing market is segmented into Banking, Financial services and Institutions (BFSI), telecommunication industry, travel and hospitality industry, healthcare sector, retail industry, government, manufacturing, insurance, education industry, and utility sector. Retail and BFSI are the industries holding major market shares in the CRM outsourcing market.

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Furthermore, on the basis of services, the market for CRM outsourcing is segmented into telemarketing services (outbound sales activities, inbound sales, cross-sell, up-sell), order management services (book/order taking, subscription services, account activation, cancellations), customer services (general inquiries, billing management), and technical support services (equipment installation service, troubleshooting, software usage/activation, remote resolution). Asia Pacific was one the fastest growing geographical region in terms of revenue and market share for CRM outsourcing market. India and Philippines are the most prominent call center destinations, however offshore destinations are becoming broader including regions such as Eastern Europe and Latin America.

Accenture PLC, Allscripts Healthcare Solutions, Inc., Anthelio Healthcare Solutions, Dell, Inc., Cognizant Technology Solutions, HCL Technologies Ltd., IBM Corporation, Hewlett-Packard Company, McKesson Corporation, Infosys Limited, Siemens AG, Wipro Limited, Tata Consultancy Services Ltd., and Xerox Corporation are some of the major players in the global CRM outsourcing market.

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This research report analyzes this market depending on its market segments, major geographies, and current market trends. Geographies analyzed under this research report include

- North America
- Asia Pacific
- Europe
- Rest of the World

This report provides comprehensive analysis of

- Market growth drivers
- Factors limiting market growth

- Current market trends
- Market structure
- Market projections for upcoming years

This report is a complete study of current trends in the market, industry growth drivers, and restraints. It provides market projections for the coming years. It includes analysis of recent developments in technology, Porter's five force model analysis and detailed profiles of top industry players. The report also includes a review of micro and macro factors essential for the existing market players and new entrants along with detailed value chain analysis.

Reasons for Buying this Report

- This report provides pin-point analysis for changing competitive dynamics
- It provides a forward looking perspective on different factors driving or restraining market growth
- It provides a six-year forecast assessed on the basis of how the market is predicted to grow
- It helps in understanding the key product segments and their future
- It provides pin point analysis of changing competition dynamics and keeps you ahead of competitors
- It helps in making informed business decisions by having complete insights of market and by making in-depth analysis of market segments
- It provides distinctive graphics and exemplified SWOT analysis of major market segments

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About Us

Transparency Market Research (TMR) is a global market intelligence company, providing global business information reports and services. Our exclusive blend of quantitative forecasting and trends analysis provides forward-looking insight for thousands of decision makers. TMR's experienced team of Analysts, Researchers, and Consultants, use proprietary data sources and various tools and techniques to gather and analyze information.

Our data repository is continuously updated and revised by a team of research experts, so that it always reflects the latest trends and information. With a broad research and analysis capability, Transparency Market Research employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports.

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